MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

2 JUNE 2016
2.30pm – 5.30pm
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

As a marketing consultant for a retail company, please identify the classification and marketing considerations (customer buying behaviour, price, distribution and promotion) of the following consumer products:

a) Darlie toothpaste
b) Rolex watch

(Total: 20 marks)

QUESTION 2

Taylor Corporation, a female apparel manufacturer, intends to venture into online apparel industry by selling the female apparel they manufacture. They are unfamiliar with online pricing strategies as the company is new in online business. As a marketing consultant to Taylor Corporation, advise them on how to set prices for customers in different parts of the country or the world with example.

(Total: 20 marks)

QUESTION 3

Marketing channel consists of firms that have partnered for their common good and depending on each and others, such as car dealers depend on car makers to design cars and car makers depend on car dealers to attract consumers and persuade them to buy. Discuss extensively on the channel design and channel management decisions.

(Total: 20 marks)

QUESTION 4

Describe the darker side of direct marketing solicitation with examples.

(Total: 20 marks)

Continued...

QUESTION 5

acer
explore beyond limits
Acer recommends Windows
Relish Exciting
New Experiences (SITEX 2012)
Aspire V3-551G-84504G50Ma
• AMD A8-4500M APU (1.90GHz with AMD Turbo CORE Technology up to 2.80GHz, 4MB L2 Cache) with AMD Radeon™ HD 7640G + 7570M Dual Graphics (1024MB of dedicated DDR3 VRAM)
• Genuine Windows® 7 Home Premium
• 15.6" HD Acer CrystalBrite™ LED-backlit TFT LCD, 16:9 aspect ratio
• 4GB RAM, 500GB HDD
• Wireless 802.11 b/g/n , Bluetooth
• DVD-Super Multi Double-Layer Drive (DVD+/-RW)
List Price: $1,098
Aspire V3-551G-10464G75Ma
• AMD A10-4600M APU (2.30GHz with Turbo CORE Technology up to 3.20GHz, 4MB L2 Cache) with AMD Radeon™ HD 7660G + 7670M Dual Graphics (2048MB of dedicated DDR3 VRAM)
• Genuine Windows® 7 Home Premium
• 15.6" HD Acer CrystalBrite™ LED-backlit TFT LCD, 16:9 aspect ratio
• 4GB RAM, 750GB HDD
• Wireless 802.11 b/g/n , Bluetooth
• DVD-Super Multi Double-Layer Drive (DVD+/-RW)
List Price: $1,298
Prices applicable only for Acer Notebooks featured in this advertisement.
Prices not valid with tenders, special projects and other promotions
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AMD
Brilliant HD
ART STUDIO | AS Job No: AS211073 AMD SITEX flyer • Client: Acer • Designer: Chris • Size: A4

Advertising is any presentation and promotion of ideas, goods, or services by an identified sponsor. Kindly:

a) Explain the common classification of advertising objectives. (6 marks)

b) Identify and justify the advertising objective of the advertisement above. (14 marks)

(Total: 20 marks)

End of Page.